

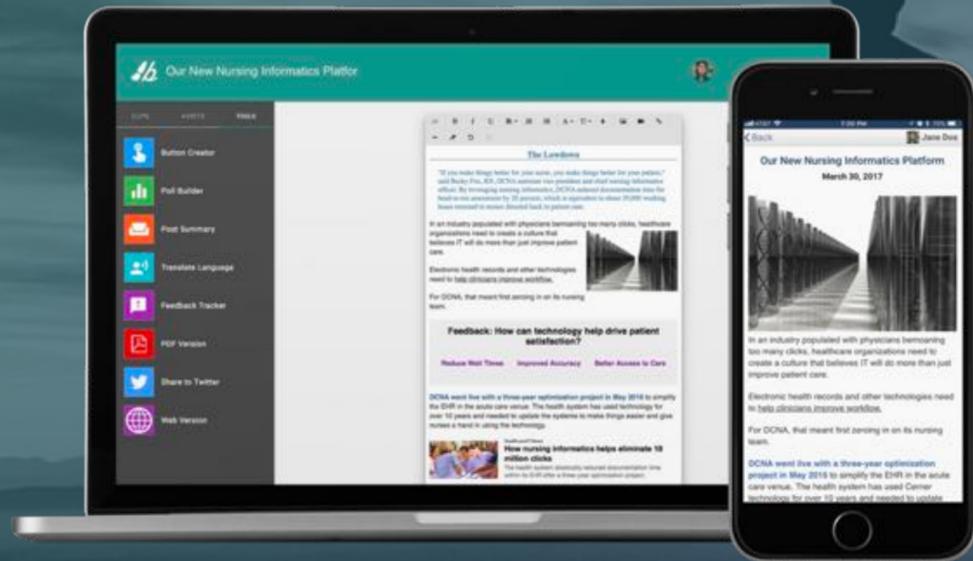
backstitch

Client Case Study

2,700 Hourly & Salary Employees

EMPLOYEE ENGAGEMENT: backstitch

Creative Tools to Easily Develop Engaging Content



Surveys, Newsletters, Announcements, and More.

Published to New & Existing Channels



Automatically Curated to Each Employee's Needs.

Reports on Trending Topics & Employee Engagement



Connect Feedback to Behavior.

How The Client Defined Success:



INNOVATION

*Be a helpful resource
for employees*



ENGAGEMENT

*Make employees feel a
part of the company*



AWARENESS

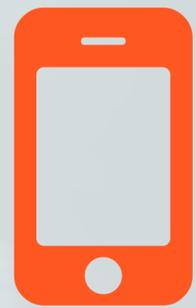
*Increase understanding
of offered benefits*



COMMUNICATION

*Deliver the “wow” factor
and surprise employees*

How The Client Measured Success:



ADOPTION

Drive app adoption across both hourly and salary populations.



PARTICIPATION

Increase enrollment in programs such as wellness challenges.



MEASUREMENT

Collect data to compare benefits appreciation vs utilization.



✓ **2,757** members reached

✓ **109,471** views of content

✓ **3,510** “calls to action” clicked

✓ **1,811** app downloads

✓ **85%** push notification opt-in



✓ **3x Increase** in viewings of benefit videos

✓ **130% Higher Participation** in Wellness Challenge over previous record

✓ **26%** (Hourly) and **19%** (Salary) **strongly agreed** (*highest score possible*) the app was valuable to learn about benefits for 2018

✓ *a higher percentage of employees gave the app this score than who gave it to videos, newsletters and their own supervisor!*